

ABSTRACT

User configurable and reconfigurable scripting, methods of scripting, and systems for scripting for call centers, technical support centers, and marketers. Scripts are

5 interactive tools that guide a telemarketer, a sales person, or a technical support technician through a telephone call with a customer. Scripts are characterized by going on to particular subsequent questions as a function of the customer's answer to a previous question.

10 468938 v1/PA
@1%201!.DOC